

Michigan WIC Program

Breastfeeding Planning and Tracking Log

FY: 2021

Generated Date: 08/04/2022

Local Agency: 10 Grand Traverse County Health Department

Goal: Increase 6-month breastfeeding duration rates among WIC infants

Objective	Person Responsible	Projected Completion Date	Evaluation Method
Increase 6-month breastfeeding duration rate from 20.55% to 21.55% by September 30, 2021	Entire WIC team	September	Compare 2020 vs. 2021 data from Biannual Breastfeeding Duration Report in August 2021
Activity	Actual Activity Date	Evaluation Method	Post-Activity Notes
See Post-Activity Notes	10/23/2020	Monitor BFPC ct contacts report	Provide prenatal & postpartum support to breastfeeding women through BFPC phone contact
See Post-Activity Notes	09/24/2020	Document Staff Attendance, Cert	WIC Coordinator to attend BF Coordinator Training, Milk Expression Training and sit for IBCLC exam
See Post-Activity Notes	02/19/2021	Track BF class & idv. BF EDU att	Strongly encourage all PG clients, regardless of feeding hx, to attend group or individual prenatal breastfeeding education. Evaluation Method: Track breastfeeding class and individual BF education session attendance via MI WIC
See Post-Activity Notes	04/15/2021	Monitor BFPC ct contacts report	Once a baby is added to WIC, the BFPC will continue to contact them within the first week. Subsequent contacts will be scheduled based upon the moms' breastfeeding experience and choice
See Post-Activity Notes	12/15/2020	Date, staff attendance, mtg min	Quarterly BF trainings done at staff meetings for all staff
See Post-Activity Notes	04/15/2021	Monitor visits scheduled through	Continued IBCLC home visits offered through WIC partnership with Healthy Futures